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Professional Profile

Commercially focused Data Analyst with over 20 years of experience in operational and commercial environments. Specialising in revenue analysis, profitability performance, and KPI reporting using SQL and advanced Excel (Power Query, Power Pivot, DAX). Experienced in building structured data models and executive dashboards that translate financial and operational data into actionable commercial insights. Combines strong business acumen with analytical expertise to support pricing, margin optimisation, and data-driven decision-making.

Core Competencies

- Revenue & Margin Analysis
- KPI Development & Performance Reporting
- Commercial & Financial Data Analysis
- Data Modelling (Power Pivot / DAX)
- SQL Data Extraction & Transformation
- Advanced Excel (Power Query, Power Pivot, VBA)
- Dashboard Development & Data Visualisation
- Customer Segmentation & Analytical Modelling
- Forecasting & Trend Analysis
- Process Optimisation Through Data Insight

Technical Proficiencies

- **Data & Analytics Tools**
  - SQL (joins, aggregations, window functions)
  - Advanced Excel (Power Query, Power Pivot, DAX, VBA)
  - Power BI (data modelling, DAX measures, dashboard development)
  - Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn)
- **Reporting & Database Systems**
  - IBM Maximo (CAFM)
  - DB2
  - MS Access
  - BIRT Reports, Crystal Reports
- **Web & Version Control**
  - HTML, CSS, JavaScript
  - GitHub
  - Command Line Interface (CLI)

Professional Experience

Contractor ǀ March 2021 – Present

RealityMine (Hybrid) ǀ **Data Analyst** ǀ September 2025 –
- Performed in-depth SQL, Python and Excel analysis to identify and resolve data anomalies, enhancing reporting accuracy and improving trust in business-critical performance metrics.
- Collaborated cross-functionally with Data Science and Engineering teams to refine KPI definitions, validation rules, and monitoring frameworks, strengthening data governance and metric reliability.
- Produced clear, insight-driven reports and dashboards that enabled stakeholders to identify performance trends, investigate variances, and support informed decision-making.

Amey (Remote) ǀ **Consultant Commercial Manager/Analyst** ǀ June 2024 – October 2024
- Enhanced cross team collaboration and decision making by delivering clear and insightful visual reports.
- Improved data accuracy and efficiency through automated VBA macros and advanced Excel visuals.
- Facilitated seamless integration of internal and external datasets with Power Query, optimising commercial insights.

Excel4Business (Remote) ǀ **Excel Consultant** ǀ August 2023 – December 2023
- Developed and delivered automated Excel solutions, increasing efficiency and accuracy for various sectors including pharmaceutical and accounting.
- Trained clients effectively in advanced Excel functionality, promoting a collaborative and knowledge sharing culture.
- Improved business workflows through strategic process analysis and tailored automation recommendations.

Mitie (Remote) ǀ **Commercial Data Analyst** ǀ March 2021 – July 2023
- Coordinated with cross functional teams, aligning project objectives for a smooth CAFM system upgrade.
- Improved data consistency and quality through comprehensive data validation and cleansing, supporting optimal operational outcomes.
- Provided attentive post-implementation support, enhancing team confidence and overall system reliability.

VINCI Facilities ǀ **Commercial Manager** ǀ July 1997 – February 2021
- Directed implementation and optimisation of the Maximo CAFM system, aligning technology systems with business goals.
- Successfully managed and mentored diverse commercial teams across multiple locations, fostering a supportive and high-performance culture.
- Developed and launched automated tools enhancing workflow efficiency by 50%, directly contributing to team productivity and increased revenue.
- Led benchmarking initiatives in substantial revenue gains, reflecting strategic commercial insight and effective stakeholder communication.

Education and Training
- **Data Analyst to Data Scientist** – Learning People Global (Passed)
- **Python Novice to Pythonista** – Learning People Global (Passed)
- **Continuous Professional Development**: LinkedIn Learning, Udacity, Zero to Mastery, DataCamp, DataQuest, Maven Analytics, W3Schools
- **Professional Skills Training**: Commercial Awareness, Effective Communication, Presentation Skills, Health and Safety, Planning.